

Search Report from Ginger R. DeMille

? show files

File 471:New York Times Fulltext 90-Day 2004/Jan 19
(c) 2004 The New York Times

File 489:The News-Sentinel 1991-2004/Jan 19
(c) 2004 Ft. Wayne Newspapers, Inc

File 490:Tallahassee Democrat/ 1993- 2003/Dec 13
(c) 2004 Tallahassee Democrat

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2004/Jan 19
(c) 2004 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2004/Jan 16
(c) 2004 Detroit Free Press Inc.

File 631:Boston Globe 1980-2004/Jan 18
(c) 2004 Boston Globe

File 633:Phil.Inquirer 1983-2004/Jan 16
(c) 2004 Philadelphia Newspapers Inc

File 634:San Jose Mercury Jun 1985-2004/Jan 18
(c) 2004 San Jose Mercury News

File 638:Newsday/New York Newsday 1987-2004/Jan 18
(c) 2004 Newsday Inc.

File 640:San Francisco Chronicle 1988-2004/Jan 18
(c) 2004 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2004/Jan 16
(c) 2004 Scripps Howard News

File 642:The Charlotte Observer 1988-2004/Jan 18
(c) 2004 Charlotte Observer

File 643:Grand Forks Herald 1995-2004/Jan 19
(c) 2004 Grand Forks Herald

File 701:St Paul Pioneer Pr Apr 1988-2004/Jan 15
(c) 2004 St Paul Pioneer Press

File 702:Miami Herald 1983-2004/Jan 19
(c) 2004 The Miami Herald Publishing Co.

File 703:USA Today 1989-2004/Jan 19
(c) 2004 USA Today

File 704:(Portland)The Oregonian 1989-2004/Jan 18
(c) 2004 The Oregonian

File 706:(New Orleans)Times Picayune 1989-2004/Jan 19
(c) 2004 Times Picayune

File 707:The Seattle Times 1989-2004/Jan 15
(c) 2004 Seattle Times

File 708:Akron Beacon Journal 1989-2004/Jan 18
(c) 2004 Akron Beacon Journal

File 709:Richmond Times-Disp. 1989-2004/Jan 16
(c) 2004 Richmond Newspapers Inc

File 712:Palm Beach Post 1989-2004/Jan 17
(c) 2004 Palm Beach Newspapers Inc.

File 713:Atlanta J/Const. 1989-2004/Jan 18
(c) 2004 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2004/Jan 19
(c) 2004 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2004/Jan 20
(c) 2004 Christian Science Monitor

File 716:Daily News Of L.A. 1989-2004/Jan 17
(c) 2004 Daily News of Los Angeles

File 717:The Washington Times Jun 1989-2004/Jan 16
(c) 2004 Washington Times

File 718:Pittsburgh Post-Gazette Jun 1990-2004/Jan 20
(c) 2004 PG Publishing

File 719:(Albany) The Times Union Mar 1986-2004/Jan 16
(c) 2004 Times Union

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(c) 2004 Grand Forks Herald

File 701:St Paul Pioneer Pr Apr 1988-2003/Dec 31
(c) 2004 St Paul Pioneer Press

File 702:Miami Herald 1983-2004/Jan 15
(c) 2004 The Miami Herald Publishing Co.

File 703:USA Today 1989-2004/Jan 15
(c) 2004 USA Today

File 704:(Portland)The Oregonian 1989-2004/Jan 15
(c) 2004 The Oregonian

File 706:(New Orleans)Times Picayune 1989-2004/Jan 14
(c) 2004 Times Picayune

File 707:The Seattle Times 1989-2004/Jan 15
(c) 2004 Seattle Times

File 708:Akron Beacon Journal 1989-2004/Jan 15
(c) 2004 Akron Beacon Journal

File 709:Richmond Times-Disp. 1989-2004/Jan 12
(c) 2004 Richmond Newspapers Inc

File 712:Palm Beach Post 1989-2004/Jan 15
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File 713:Atlanta J/Const. 1989-2004/Jan 16
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(c) 2004 Christian Science Monitor

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File 718:Pittsburgh Post-Gazette Jun 1990-2004/Jan 16
(c) 2004 PG Publishing

File 719:(Albany) The Times Union Mar 1986-2004/Jan 15
(c) 2004 Times Union

Search Report from Ginger R. DeMille

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File 9:Business & Industry(R) Jul/1994-2004/Jan 15
 (c) 2004 Resp. DB Svcs.
 File 20:Dialog Global Reporter 1997-2004/Jan 16
 (c) 2004 The Dialog Corp.
 File 476:Financial Times Fulltext 1982-2004/Jan 16
 (c) 2004 Financial Times Ltd.
 File 610:Business Wire 1999-2004/Jan 16
 (c) 2004 Business Wire.
 File 613:PR Newswire 1999-2004/Jan 16
 (c) 2004 PR Newswire Association Inc
 File 634:San Jose Mercury Jun 1985-2004/Jan 15
 (c) 2004 San Jose Mercury News
 File 636:Gale Group Newsletter DB(TM) 1987-2004/Jan 16
 (c) 2004 The Gale Group
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc

? ds

| Set | Items | Description |
|-----|---------|--|
| S1 | 510857 | POINT(3W) (SALE OR SERVICE OR PURCHASE) OR EPOS OR POP OR P-OS OR KIOSK? |
| S2 | 555796 | EPOS OR POS OR POP OR POINT(1W) (SALE OR SERVICE OR PURCHASE) OR ECR OR CASH()REGISTER? ? OR CHECKOUT OR CHECK()OUT |
| S3 | 1289185 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR CYBER OR VIRTUAL? OR -DIGITAL?) (1W) (COMMERCE OR SALES OR SELLING OR TRADE? OR TRADING OR TRANSACT? OR DEAL? OR EXCHANGE?) |
| S4 | 296000 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR CYBER OR VIRTUAL? OR -DIGITAL?) (1W) (MARKET? ? OR MARKETPLACE? OR PURCHASE? OR ORDERS OR ORDERING) |
| S5 | 467680 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR ON()LINE OR CYBER OR -VIRTUAL) (1N) (PURCHASE? OR BUYING OR BUY OR TRANSACT? OR BOUGHT OR SELL OR SOLD OR SALE OR SHOPPING) |
| S6 | 6352183 | INCENTIVE? OR REWARD? ? OR LOYALTY()POINTS OR BONUS? OR DISCOUNT? OR PRICE()REDUCTION? OR COUPON? OR AWARD? OR PROMOTION OR REBATE? OR SPECIAL()OFFER? OR CASH()VALUE? OR CASH()CREDIT OR CREDIT |
| S7 | 238621 | (DONAT? OR GIVE? OR GIVING OR SURRENDER? OR FORFEIT?) (5N)S6 |
| S8 | 1343313 | NON()PROFIT OR NONPROFIT OR "NOT()FOR()PROFIT" OR FOUNDATION OR "MAKE()A()WISH" OR CHARITABLE? OR CHARITY OR UNITED() (NEGRO OR CHILDREN?) (1W)FUND? ? OR NAACP OR UNITED()WAY |
| S9 | 2946 | (S1:S5) AND S7 AND S8 |
| S10 | 181 | (S1:S5) (S)S7(S)S8 |
| S11 | 32 | S10 NOT PY>1998 |
| S12 | 30 | RD (unique items) |

? t12/3,k/all

12/3,K/1 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
 (c) 2004 Resp. DB Svcs. All rts. reserv.

1964982 Supplier Number: 01964982 (USE FORMAT 7 OR 9 FOR FULLTEXT)
RSA Gives Technology To Internet Software Consortium
 (RSA Data Security awards the Internet Software Consortium a free technology license to encrypt and verify DNS addresses on the fly)
 Newsbytes News Network, p N/A

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? show files

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200403
 (c) 2004 Thomson Derwent
 File 344:Chinese Patents Abs Aug 1985-2003/Nov
 (c) 2003 European Patent Office
 File 347:JAPIO Oct 1976-2003/Sep(Updated 040105)
 (c) 2004 JPO & JAPIO
 File 371:French Patents 1961-2002/BOPI 200209
 (c) 2002 INPI. All rts. reserv.
 File 2:INSPEC 1969-2004/Jan W1
 (c) 2004 Institution of Electrical Engineers
 File 35:Dissertation Abs Online 1861-2004/Dec
 (c) 2004 ProQuest Info&Learning
 File 65:Inside Conferences 1993-2004/Jan W2
 (c) 2004 BLDSC all rts. reserv.
 File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Nov
 (c) 2003 The HW Wilson Co.
 File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
 (c) 2003 EBSCO Pub.
 File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Dec
 (c)2004 Info.Sources Inc
 File 474:New York Times Abs 1969-2004/Jan 15
 (c) 2004 The New York Times
 File 475:Wall Street Journal Abs 1973-2004/Jan 15
 (c) 2004 The New York Times
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 The Gale Group

? ds

| Set | Items | Description |
|-----|--------|--|
| S1 | 47998 | POINT(3W) (SALE OR SERVICE OR PURCHASE) OR EPOS OR POP OR P-OS OR KIOSK? |
| S2 | 62674 | EPOS OR POS OR POP OR POINT(1W) (SALE OR SERVICE OR PURCHASE) OR ECR OR CASH()REGISTER? ? OR CHECKOUT OR CHECK()OUT |
| S3 | 90695 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR CYBER OR VIRTUAL? OR -DIGITAL?)(1W)(COMMERCE OR SALES OR SELLING OR TRADE? OR TRADING OR TRANSACT? OR DEAL? OR EXCHANGE?) |
| S4 | 16315 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR CYBER OR VIRTUAL? OR -DIGITAL?)(1W)(MARKET? ? OR MARKETPLACE? OR PURCHASE? OR ORDERS OR ORDERING) |
| S5 | 31482 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OW WWW OR ONLINE OR ON()LINE OR CYBER OR -VIRTUAL)(1N)(PURCHASE? OR BUYING OR BUY OR TRANSACT? OR BOUGHT OR SELL OR SOLD OR SALE OR SHOPPING) |
| S6 | 530899 | INCENTIVE? OR REWARD? ? OR LOYALTY()POINTS OR BONUS? OR DISCOUNT? OR PRICE()REDUCTION? OR COUPON? OR PRIZE? OR AWARD? OR PROMOTION OR REBATE? OR SPECIAL()OFFER? OR CASH()VALUE? OR CASH()CREDIT OR CREDIT |
| S7 | 12399 | (DONAT? OR GIVE? OR GIVING OR SURRENDER? OR FORFEIT?)(5N)S6 |
| S8 | 147854 | NON()PROFIT OR NONPROFIT OR "NOT()FOR()PROFIT" OR FOUNDATION OR "MAKE()A()WISH" OR CHARITABLE? OR CHARITY OR UNITED()NEGRO OR CHILDREN?)(1W)FUND? ? OR NAACP OR UNITED()WAY |
| S9 | 4 | (S1:S5) AND S7 AND S8 |

? t9/4/all

9/4/1 (Item 1 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2004 Thomson Derwent. All rts. reserv.

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File 15:ABI/Inform(R) 1971-2004/Jan 17
 (c) 2004 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2004/Jan 19
 (c) 2004 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2004/Jan 19
 (c)2004 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2004/Jan 19
 (c) 2004 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2004/Jan 19
 (c) 2004 The Gale Group
 File 9:Business & Industry(R) Jul/1994-2004/Jan 16
 (c) 2004 Resp. DB Svcs.
 File 20:Dialog Global Reporter 1997-2004/Jan 20
 (c) 2004 The Dialog Corp.
 File 476:Financial Times Fulltext 1982-2004/Jan 20
 (c) 2004 Financial Times Ltd
 File 610:Business Wire 1999-2004/Jan 20
 (c) 2004 Business Wire.
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 (c) 2004 PR Newswire Association Inc
 File 634:San Jose Mercury Jun 1985-2004/Jan 18
 (c) 2004 San Jose Mercury News
 File 636:Gale Group Newsletter DB(TM) 1987-2004/Jan 19
 (c) 2004 The Gale Group
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc
 File 13:BAMP 2004/Dec W4
 (c) 2004 Resp. DB Svcs.
 File 75:TGG Management Contents(R) 86-2004/Jan W2
 (c) 2004 The Gale Group
 File 348:EUROPEAN PATENTS 1978-2004/Jan W03
 (c) 2004 European Patent Office
 File 349:PCT FULLTEXT 1979-2002/UB=20040115,UT=20040108
 (c) 2004 WIPO/Univentio

? ds

| Set | Items | Description |
|-----|---------|--|
| S1 | 11585 | (PRESELECT? OR PRE()SELECT? OR SELECT? OR PICK? OR PREFERENCE OR CHOOS? OR FAVORITE?) (3N) (CHARITY OR CHARITIES OR NON() - PROFIT OR NONPROFIT) |
| S2 | 2141184 | DONATION? OR DONATE? ? OR DONATING OR CONTRIBUTION? ? |
| S3 | 3945 | S1(S)S2 |
| S4 | 12140 | (S2 OR CONTRIBUTING) (6N) (REBATE? ? OR COUPON? ? OR CASH()V-ALUE? ? OR POINTS OR BONUS) |
| S5 | 56 | S1(S)S4 |
| S6 | 3 | S5 FROM 348,349 |
| S7 | 53 | S5 NOT S6 |
| S8 | 8 | S7 NOT PY>1998 |
| S9 | 6 | RD (unique items) |

? t6/3,k/all

6/3,K/1 (Item 1 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00867354 **Image available**

120-Jan-0410:00 AM

Search Report from Ginger R. DeMille

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File 15:ABI/Inform(R) 1971-2004/Jan 17
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File 16:Gale Group PROMT(R) 1990-2004/Jan 19
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File 148:Gale Group Trade & Industry DB 1976-2004/Jan 19
(c)2004 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2004/Jan 19
(c) 2004 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2004/Jan 19
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(c) 2004 The Gale Group
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(c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 13:BAMP 2004/Dec W4
(c) 2004 Resp. DB Svcs.
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(c) 2004 The Gale Group
File 348:EUROPEAN PATENTS 1978-2004/Jan W03
(c) 2004 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20040115,UT=20040108
(c) 2004 WIPO/Univentio
? ds

| Set | Items | Description |
|-----|---------|--|
| S1 | 11585 | (PRESELECT? OR PRE()SELECT? OR SELECT? OR PICK? OR PREFERENCE OR CHOOS? OR FAVORITE?) (3N) (CHARITY OR CHARITIES OR NON()-PROFIT OR NONPROFIT) |
| S2 | 2141184 | DONATION? OR DONATE? ? OR DONATING OR CONTRIBUTION? ? |
| S3 | 3945 | S1(S)S2 |
| S4 | 12140 | (S2 OR CONTRIBUTING) (6N) (REBATE? ? OR COUPON? ? OR CASH())VALUE? ? OR POINTS OR BONUS) |
| S5 | 56 | S1(S)S4 |
| S6 | 3 | S5 FROM 348,349 |
| S7 | 53 | S5 NOT S6 |
| S8 | 8 | S7 NOT PY>1998 |
| S9 | 6 | RD (unique items) |
| S10 | 6 | S4(8N) (WHILE OR TIME OR DURING OR POINT OR AT) (1W) (PURCHASE OR PURCHASING OR BUYING OR SALE) |
| S11 | 4 | S10 NOT PY>1998 |
| S12 | 4 | RD (unique items) |

? t12/3,k/all

12/3,K/1 (Item 1 from file: 15)

Search Report from Ginger R. DeMille

? show files

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(c) 2003 European Patent Office
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(c) 2004 JPO & JAPIO
File 371:French Patents 1961-2002/BOPI 200209
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File 35:Dissertation Abs Online 1861-2004/Dec
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File 65:Inside Conferences 1993-2004/Jan W3
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(c) 2003 The HW Wilson Co.
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.
File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Dec
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(c) 2004 The New York Times
File 475:Wall Street Journal Abs 1973-2004/Jan 19
(c) 2004 The New York Times
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group

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| Set | Items | Description |
|-----|--------|---|
| S1 | 163 | (PRESELECT? OR PRE()SELECT? OR SELECT? OR PICK? OR PREFERE- NCE OR CHOOS? OR FAVORITE?)(3N)(CHARITY OR CHARITIES OR NON()- PROFIT OR NONPROFIT) |
| S2 | 306013 | DONATION? OR DONATE? ? OR DONATING OR CONTRIBUTION? ? |
| S3 | 46 | S1 AND S2 |
| S4 | 13 | S3 FROM 350,344,347,371 |
| S5 | 33 | S3 NOT S4 |
| S6 | 23 | S5 NOT PY>1998 |
| S7 | 23 | RD (unique items) |
| ? | | |

Search Report from Ginger R. DeMille

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 (c)2004 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 275:Gale Group Computer DB(TM) 1983-2004/Jan 16
 (c) 2004 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2004/Jan 16
 (c) 2004 The Gale Group
 File 13:BAMP 2003/Dec W3
 (c) 2003 Resp. DB Svcs.
 File 75:TGG Management Contents(R) 86-2004/Jan W1
 (c) 2004 The Gale Group
 File 95:TEME-Technology & Management 1989-2004/Dec W4
 (c) 2004 FIZ TECHNIK

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| Set | Items | Description |
|-----|---------|--|
| S1 | 518219 | POINT(3W) (SALE OR SERVICE OR PURCHASE) OR EPOS OR POP OR P- OS OR KIOSK? |
| S2 | 586236 | EPOS OR POS OR POP OR POINT(1W) (SALE OR SERVICE OR PURCHAS- E) OR ECR OR CASH()REGISTER? ? OR CHECKOUT OR CHECK()OUT |
| S3 | 1330206 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR CYBER OR VIRTUAL? OR - DIGITAL?) (1W) (COMMERCE OR SALES OR SELLING OR TRADE? OR TRADI- NG OR TRANSACT? OR DEAL? OR EXCHANGE?) |
| S4 | 334150 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OR WWW OR ONLINE OR CYBER OR VIRTUAL? OR - DIGITAL?) (1W) (MARKET? ? OR MARKETPLACE? OR PURCHAS? OR ORDERS OR ORDERING) |
| S5 | 391555 | (E OR ELECTRONIC OR INTERNET OR NET OR INTRANET OR ETHERNET OR EXTRANET OR WEB OW WWW OR ONLINE OR ON()LINE OR CYBER OR - VIRTUAL) (1N) (PURCHAS? OR BUYING OR BUY OR TRANSACT? OR BOUGHT OR SELL OR SOLD OR SALE OR SHOPPING) |
| S6 | 4930232 | INCENTIVE? OR REWARD? ? OR LOYALTY()POINTS OR BONUS? OR DI- SCOUNT? OR PRICE()REDUCTION? OR COUPON? OR PRIZE? OR AWARD? OR PROMOTION OR REBATE? OR SPECIAL()OFFER? OR CASH()VALUE? OR C- ASH()CREDIT OR CREDIT |
| S7 | 195356 | (DONAT? OR GIVE? OR GIVING OR SURRENDER? OR FORFEIT?) (5N)S6 |
| S8 | 1042938 | NON()PROFIT OR NONPROFIT OR "NOT()FOR()PROFIT" OR FOUNDATI- ON OR "MAKE()A()WISH" OR CHARITABLE? OR CHARITY OR UNITED() (N- EGRO OR CHILDREN?) (1W)FUND? ? OR NAACP OR UNITED()WAY |
| S9 | 4976 | (S1:S5) AND S7 AND S8 |
| S10 | 90 | (S1:S5) (S)S7(S)S8 |
| S11 | 25 | S10 NOT PY>1998 |
| S12 | 21 | RD (unique items) |

? t12/3,k/all

12/3,K/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01237541 98-86936

Flash! Frozen

Thayer, Warren

Frozen Food Age v44n11 PP: 5 Jun 1996

ISSN: 0016-2191 JRNL CODE: FFA

1ST STORY of Level 1 printed in FULL format.

Copyright 1990 The New York Times Company
The New York Times

May 5, 1990, Saturday, Late Edition - Final

SECTION: Section 1; Page 50, Column 1; Style Desk

LENGTH: 239 words

HEADLINE: CONSUMER'S WORLD;
Flowers as a Double Gift

BODY:

A bouquet of flowers for Mother's Day can express more than just affection. It can become an act of charity. A Manhattan floral service will donate 10 percent of the purchase price of any floral arrangement to a customer's favorite charity, for Mother's Day or any other day.

The service, **Petal Power**, grew out of a nonprofit organization in Queens, Flowers With Care, which found jobs for teen-agers in florist shops.

With that starting point, a telephone floral service with a charity link seemed a logical next step, so the owners spent six months enrolling florists and suppliers in 73 cities across the United States. "We can make it to large cities or back roads," said Barbara Healey, a co-owner.

"People love giving and getting flowers," she added, "but what really grabs them is the 10 percent that goes to a charity. It's an added gift."

Customers can choose the charity of their choice or have **Petal Power** suggest one from a roster of more than 100, including organizations like the United Way, the Catholic Big Sisters or the Muscular Dystrophy Foundation.

The company's prices are somewhat lower than are charged for nationwide deliver by other services, ranging from \$35 for a bouquet of daisies with lilies, to \$100 and up for a dozen roses. A special Mother's Day nosegay, made of miniature roses, a doily and ribbons, costs about \$40.

Contributions are tax deductible. To order, call 212-289-7650.

GRAPHIC: Drawing

Search Report from Ginger R. DeMille

? t 01812606/9

01812606/9

DIALOG(R) File 160:Gale Group PROMT(R)

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01812606

Alpha Beta program offers rebate checks

Supermarket News November 9, 1987 p. 12,13

ISSN: 0039-5803

Alpha Beta (La Habra, CA) will introduce a proof-of-purchase promotion that gives consumers a single rebate check. Start-up: 5/87. For the program, consumers will accumulate proofs-of-purchase on designated items and then mail in the proofs for a single rebate check. The check can be assigned to the consumer, designated to a specific charity or divided into half, with part going to the consumer and the remainder to a charity. The promotion is expected to rebate about \$10 mil to southern California consumers and to raise about \$1 mil for charity, according to D Baes, VP, merchandising, for Alpha Beta's southern California div. The special magazine containing the rebate offers will be distributed at POS, in newspapers and direct mail. The promotion was designed by L Norman Howe & Assoc (Pasadena, CA). The rebate program is outlined in terms of advertising and benefits to manufacturers.

COMPANY:

*Alpha Beta

PRODUCT: *Supermarkets (5411100); Proof-of-Purchase Rebate Svcs (7318012)

EVENT: *Marketing Procedures (24)

COUNTRY: *United States (1USA)

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